

RECEIVED  
CENTRAL FAX CENTER

NOV 01 2004

LAW OFFICES OF  
**FAY KAPLUN & MARCIN, LLP**  
INTELLECTUAL PROPERTY LAW

150 BROADWAY, SUITE 702  
NEW YORK, NEW YORK 10038  
PHONE: (212) 619-6000  
FAX: (212) 208-6819  
WWW.FKMIPLAW.COM

**FACSIMILE COVER SHEET**

FAX NO : (703) 872-9306  
TO : Commissioner for Patents  
Mail Stop: Patent Application  
FROM : Oleg F. Kaplun, Esq.  
DATE : November 1, 2004  
SUBJECT : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service with Response*  
and *Activity Reporting*  
Our Ref.: 40116/06801

NUMBER OF PAGES INCLUDING COVER : 6

**MESSAGE:**

Please see attached. Thank you.

IF ANY PAGES WERE NOT RECEIVED OR ARE ILLEGIBLE, PLEASE CALL (212) 619-6000 AS SOON AS POSSIBLE

The information contained in this facsimile message is attorney privileged and confidential information intended only for the use of the individual or entity named above. If the reader of this message is not the intended recipient or the employee or agent responsible to deliver it to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please notify us by telephone, and return the original message to us at the above address via the U.S. Postal Service. We will reimburse any costs you incur in notifying us and returning the message to us. Thank you.

**RECEIVED  
CENTRAL FAX CENTER**

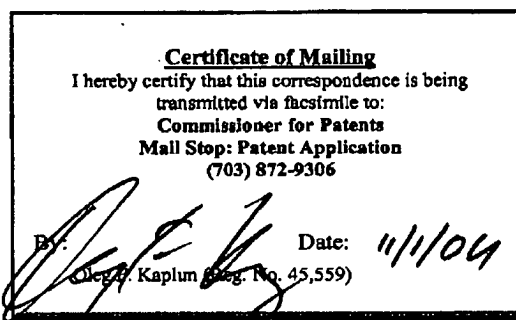
NOV 01 2004

[40116/06801]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : ALLAN et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
Title : FRAMES-BASED ADVERTISING SERVICE WITH  
RESPONSE AND ACTIVITY REPORTING  
Group Art Unit : 3629  
Examiner : Ouellette, J.

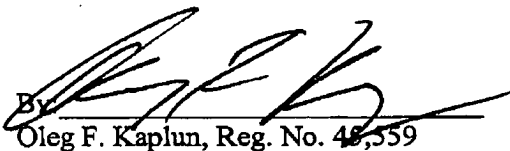
Commissioner for Patents  
Mail Stop: Patent Application  
(703) 872-9306

**TRANSMITTAL**

Transmitted herewith for filing in the above-identified patent application is a Power of Attorney, a Change of Correspondence Address and an Assertion to Pay Deficiency. The Commissioner is hereby authorized to the total amount of \$210.00 for the Assertion to Pay Deficiency and any additional fees required to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: 11/1/04

By:   
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

**RECEIVED**  
**CENTRAL FAX CENTER**

NOV 01 2004

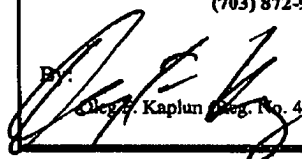
[40116/06801]

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor(s) : ALLAN et al.  
Serial No. : 09/653,767  
Filing Date : September 1, 2000  
Title : FRAMES-BASED ADVERTISING SERVICE WITH  
RESPONSE AND ACTIVITY REPORTING  
Group Art Unit : 3629  
Examiner : Ouellette, J.

Commissioner for Patents  
Mail Stop: Patent Application  
(703) 872-9306

**Certificate of Mailing**  
I hereby certify that this correspondence is being  
transmitted via facsimile to:  
Commissioner for Patents  
Mail Stop: Patent Application  
(703) 872-9306

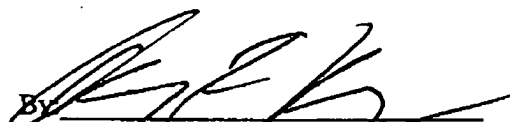
By:  Date: 11/1/04  
Oleg F. Kaplun, Reg. No. 45,559

**TRANSMITTAL**

Transmitted herewith for filing in the above-identified patent application is a Power of Attorney, a Change of Correspondence Address and an Assertion to Pay Deficiency. The Commissioner is hereby authorized to the total amount of \$210.00 for the Assertion to Pay Deficiency and any additional fees required to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: 11/1/04

By:   
Oleg F. Kaplun, Reg. No. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 619-0276

RECEIVED  
CENTRAL FAX CENTER

NOV 01 2004

[40116/06801]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : ALLAN et al.  
Appln. Serial No. : 09/653,767  
Filed : September 1, 2000  
For : FRAMES-BASED ADVERTISING SERVICE WITH  
RESPONSE AND ACTIVITY REPORTING  
Group Art Unit : 3629  
Examiner : Ouellette, J.

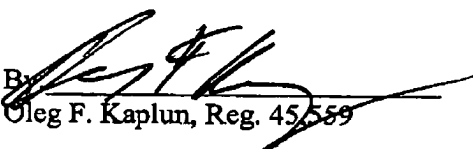
Commissioner for Patents  
Mail Stop: Patent Application  
Fax: (703) 872-9306

ASSERTION TO PAY DEFICIENCY

The Applicants of the above-identified application hereby claim a Large Entity status as of September 19, 2002. As such, submitted herewith is a payment for the balance of the two-month extension fee paid on July 13, 2004. The balance of the two-month extension fee in the amount of \$210.00 is enclosed herewith.

Respectfully submitted,

Dated: 11/1/04

By:   
Oleg F. Kaplun, Reg. 45,559

Fay Kaplun & Marcin, LLP  
150 Broadway, Suite 702  
New York, NY 10038  
Tel: (212) 619-6000  
Fax: (212) 208-6819